

**CITY OF NEWPORT BEACH  
BALBOA VILLAGE ADVISORY COMMITTEE MINUTES**

Location: ExplorOcean  
600 East Bay Avenue  
Wednesday, April 9, 2014 - 4:00 p.m. to 5:30 p.m.

**I. Call Meeting to Order**

Chair Henn called the meeting to order at 4:00 p.m.

The following persons were in attendance:

**Balboa Village Advisory Committee Members:**

Michael Henn, Council Member (Chair)  
Gloria Oakes, Balboa Peninsula Point Association  
Ralph Rodheim, Balboa Village Merchant Association Member  
Grace Dove, Central Newport Beach Community Association  
Tom Pollack, ExplorOcean Representative  
Jim Stratton, At-Large Representative

Absent:  
Tony Petros, Council Member

**Staff Members:**

Kimberly Brandt, Community Development Director  
Brenda Wisneski, Deputy Community Development Director  
Fern Nueno, Associate Planner

**II. Public Comment on Non-Agendized Items**

Interested parties were invited to address the Committee on Non-Agendized Items.

Brenda Wisneski, Deputy Community Development Director, commented on the status of the Local Coastal Program. The General Plan/Local Coastal Program Implementation Committee has been working on the item, meeting monthly for almost a year, and is focusing on issues related to coastal bluffs and canyons. The meetings are open to the public and a public draft will be available toward the end of this year.

Chair Henn clarified that this is the Implementation Plan and that the City has an approved Coastal Land Use Plan.

Ms. Wisneski confirmed that in order to be a certified jurisdiction able to issue Coastal Development Permits, there is a two-step process and this is the second step. The next

steps include release of the public draft this year, public hearings in 2015, and certification by the Coastal Commission, which could take over a year.

There being no one further wishing to address the Committee, Chair Henn closed the Public Comment on Non-Agenda Items portion of the meeting.

### **III. Items for Review**

#### **1. Approval of Minutes**

Recommended Action: Approve March 12, 2014 Minutes

Chair Henn advised that Brenda Wisneski's line should be deleted on page seven.

Ms. Wisneski noted comments submitted by Jim Mosher that included typographical errors and grammatical changes.

Janis Dinwiddie clarified that she discussed the Centennial Celebration as it related to the bicycle path.

Howard Hall noted that extending the bicycle and pedestrian trail down to the Wedge would continue the bicycle and pedestrian traffic toward the Wedge without funneling them into the street and causing more congestion. He also noted that this is controversial item.

Chair Henn asked that Howard Hall work with staff to amend the wording of his statement.

**Action: Committee Member Rodheim moved to approve the minutes of the March 12, 2014 meeting as amended, Committee Member Pollack seconded the motion; which carried with Council Member Henn abstaining, as he was absent at the March 12<sup>th</sup> meeting (5 ayes, 1 abstain, 0 noes).**

#### **2. Update on Village Maintenance**

Recommended Action: Receive and file

Chair Henn introduced the item and deferred to Brenda Wisneski for a presentation.

Committee Member Stratton displayed photographs and discussed the status of the Village maintenance. Areas that need improvement, as included in the discussion, were planters around the Harborside Restaurant, the area around the Boardwalk, and Jane's Corndogs. Photographs displayed areas around the planters along Main Street that always have trash, as well as full trash cans and filthy sidewalks. Not only do these areas need to be maintained, a cleaner Fun Zone needs to be a goal as well.

Committee Member Rodheim noted his support, adding that everyone needs to help in the clean-up effort. The Balboa Village Merchant Association (BVMA) has their biggest

event coming up this weekend and met with City representatives at the Palm Street parking lot. He noted that the City was appalled at the status of the sidewalks and offered to pay for steam cleaning prior to the event because of the current condition. He noted that the new silk plants help improve the appearance of the Village.

Chair Henn mentioned a discussion with City Manager Dave Kiff regarding the budget, and the inadequacy in the previously accepted enhanced maintenance program. Mr. Kiff will build a budget to the extent possible that goes beyond what was already approved, examining needs above routine maintenance and what the costs would be. This is not just a City issue but also a merchant issue, and there needs to be a companion effort to clean up the Village.

Kim Brandt noted that Code Enforcement can be sent out to review exteriors and water quality issues.

Chair Henn stated that he wants to discuss the specifics of what will be adequate for a standard of care, noting the need for increased maintenance and the importance of walking the area.

Janis Dinwiddie noted that the most immediate goal is the upcoming weekend event and that the general maintenance surrounding the parking lot is very unkempt. She will be cleaning up before the event, but would like to get maintenance to spend some time before it begins.

Committee Member Pollack stated that the ExplorOcean property has a budget for trashcans, and they are waiting for the City to decide on a uniform design before new ones are purchased. They have an interest in keeping their boardwalk clean and have included a new paint job in the budget.

Committee Member Stratton provided specific suggestions of washing the boardwalk, Main Street, and Balboa Blvd once a week.

Chair Henn stated that if this is an appropriate standard, it needs to be taken back for funding. It is important to agree upon a standard that needs to be achieved.

Committee Member Dove discussed the different types of visitors that Balboa Island and the Fun Zone get, thus each standard is varied.

Howard Hall added a historical element, noting that all sidewalks used to be swept three times a day.

Bill Dildine discussed the City code, noting that it is the tenant's responsibility to maintain the sidewalks in front of their property. The 300 and 400 blocks are filthy, with people littering, and Code Enforcement needs to help.

Chair Henn suggested this item be revisited and agendaized.

Kimberly Brandt, Community Development Director, stated that a walkthrough could be arranged with Jim Stratton and Ralph Rodheim. Estimates could then be generated concerning trash can prices, steam cleaning rates, and overall trash management.

Committee Member Jim Stratton noted that the Crab Cooker tenants are working hard to keep their property clean.

Chair Henn introduced Diane Dixon, a candidate for the 1<sup>st</sup> District City Council.

Chair Henn noted that this item will be agendaized to the May meeting and Ralph Rodheim will provide an update on the BVMA.

### **3. Façade Improvement Program Options**

Recommended Action: Review program options, provide directions for future consideration

Fern Nueno, Associate Planner, summarized the memo and provided examples of façade improvements, from minor to major ideas, and funding options.

Committee Member Rodheim discussed the archway that says, "Welcome to Balboa." A letter has been written by the BVMA because the Village would also like an archway similar to what Balboa Island is requesting.

Chair Henn raised the issue with Council last night and there was consensus to add money to the budget that would make an additional archway possible.

Kimberly Brandt noted that the signs would have to be complementary and the RFP will go out shortly, with a return date in June.

Chair Henn noted that the architectural consultant would provide additional input on signage and the archway.

Ms. Nueno provided an example of a program that San Diego is implementing. She also displayed photographs of façades and minor improvements within the Village, noting that there are a lot of good buildings in the area, but minor improvements could make a big difference.

In response to a question from Committee Member Rodheim, Ms. Nueno noted that the facade program would be tied to the design guidelines and street improvement plans.

Ms. Wisneski posed a question for the Balboa Village Advisory Committee (BVAC) to consider when recommending the specifics of the program whether they are trying to achieve substantial change in the design of buildings or provide incentive for improved maintenance such as signs and painting.

Committee Member Dove discussed the Balboa sign program from about ten years ago saying that a grant program was available, yet not widely utilized.

Ms. Nueno continued to review photographs of the area and discussion carried on about the necessary improvements in the neighborhood.

Chair Henn stated his opinion, saying that they want to achieve a little of both goals and raise the level of execution as well as move in the direction of façade improvements in line with the design guidelines.

Committee Member Stratton suggested adding a second-story façade that would wrap around, which would tie in with the rest of the buildings.

Committee Member Dove noted that it would be a huge undertaking with design guidelines and multiple property owners.

Chair Henn concurred with the two-pronged approach of smaller maintenance projects and more aggressive architectural changes.

Ms. Wisneski noted the option of the two-tiered program with grants for the smaller maintenance and matching grants for the major structural projects.

Committee Member Rodheim agreed and added that the Village is eclectic and it should authentically remain that way.

Discussion continued on the connection with the facade program, ULI TAP Report, design guidelines, and street improvement program.

Ms. Nueno discussed the options for prioritizing the improvements and targeting a model block to start the program. She continued stating the steps for implementation.

Mr. Rodheim noted the fire hydrants and the vile smell coming from the sewers.

Kimberly Brandt responded that there is methane in the area and that the area smell should have improved.

Chair Henn discussed the checklist of program elements, including who the approving body is for awarding grants, the City fee waivers or reductions, awards given to merchants who are in good standing with the City, and making sure that the improvements are not just routine maintenance going above and beyond. It is important to define and prioritize what the program should cover.

Committee Member Pollack posed the question of how blighted we think Balboa Village is because that will help determine the type and level of program offered.

Committee Member Dove noted that she has seen the Village look a lot worse and it is

better than she initially thought. Some places need upgrades and incentives would help motivate change. Also, the historic building code needs to be considered as it could be an incentive as it is not as strict as current code.

Committee Member Stratton stated that there is good progress in the Village and that a great deal can be accomplished with paint and a seed-type program.

Committee Member Rodheim supports the parallel track that includes minor and major improvements.

Ms. Nueno discussed a two-tiered seed program approach, outlining how the tiers can be designed.

Committee Member Rodheim continued that we need to encourage cleanliness and coordinate with the other programs that will be in place. He continued that the Village is not blighted but that good is not good enough for Balboa Village.

Committee Member Stratton mentioned that owner and tenant cooperation is vital and has not been high in the past.

Committee Member Pollack suggested evaluating how many people take advantage of the program within a certain time period and ramping up the program if not enough improvement has occurred.

The Committee continued to discuss program options.

Ms. Brandt discussed how the improvements to the streetscape will improve the area.

Howard Hall noted page 22 of the written report, highlighting the vintage sign in the Fun Zone. He clarified that this sign is part of another block and it is not related to the Fun Zone.

Committee Member Rodheim stated that the sign does not get maintained by the property owner, but he will look into getting it repainted.

**Action: The committee provided the above direction on the elements of the program.**

#### **IV. Public Comment**

There being no one wishing to address the Committee, Chair Henn closed the Public Comment portion of the meeting.

## **V. Adjournment**

There being no further business to come before the Balboa Village Advisory Committee, Chair Henn adjourned the meeting at 5:22 p.m.

Next Meeting Date: Wednesday, May 14, 2014, 4:00 p.m. to 5:30 p.m.

**The agenda for the Balboa Village Advisory Committee (BVAC) Meeting was posted on April 4, 2014, at 2:10 p.m. in the Chambers binder and on the digital display board located inside the vestibule of the Council Chambers at 100 Civic Center Drive and on the City's website on April 4, 2014, at 2:25 p.m.**